

# AOC Investment Advisors

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*Video Project Evaluation – June 5, 2015*

*Prepared by Nick Iandolo, Producer*

## Abstract

*AOC Investment Advisors* is a full-service investment consultancy for wealth managers dealing in the wine market covering everything from vintages and producers with growth potential, to buying, organizing storage, trading, and selling. Its chief advisor, **Jennifer Williams-Bulkeley** seeks to digitally expand her company's messaging and market reach with a promotional video and a possible series of wine market update newscasts.

This project evaluation addresses the first steps in considering moving forward with this project.

## Promotional Video

The promo-video in mind should be a *2-4 minute video presentation* suitable for a digital distribution on video streaming sites such as *YouTube* and *Vimeo* and available on DVD. This video is loosely based on a presentation given at live talks that provide an overview on wine market investing from a *who, what, where, and how* perspective. That is a very good place to start when structuring out a promotional video.

## Initial Thoughts:

- Shoot in 1080p HD quality video
- Classical or soft jazz royalty-free music soundtrack throughout video
- *Adobe After Effects* (AE) professional video opening (can be repurposed for the newscast series)
- Stock footage of wineries and cultural icons
- You would read a script via a teleprompter from several locations: possibly at a vineyard, outdoors, and from an indoor set
- AE generated graphics and lower thirds for presentation of market information
- I would get a simple Producer credit with contact info in the end title (like I have for Sandra's video)

## Development Process

1. Start with a 5-page script: you would write the verbiage that is a succinct adaptation of your overall presentation; I would take verbiage and adapt it into a shooting script.
2. After several revisions a final draft script is agreed upon.

3. Pre-production begins involving: location scouting, scheduling the shoot, and several other elements.
4. The shoot, depending on the script, could take a few non-contiguous days for a couple of hours each to complete.
5. Editing: this process is a back and forth creative exchange between you and I.
6. Distribution: uploading to YouTube/Vimeo, DVD production, and social media promotional possibilities.

### Other Ideas

This promo-video could be used as a pilot program (much like television networks do) to be the basis for the series of newscasts. What I mean by that, is that if one of the shoots takes place in an indoor location, say in front of a photographers backdrop at a nice table with a tray of fine wines, using AE lower thirds for a scrolling news ticker displaying wine market info along with screen graphics, then we can repurpose that set and those graphics as part of a template for the monthly newscast—see the next section.

### Wine Market Newscast

*The Williams-Bulkeley Report* (or whatever you would like to call it) could be a quick monthly wine market update (as mentioned above) in an easily assembled static set. You could even interview industry experts on your show, or show footage from a particular up and coming vintner. The possibilities are many.

### Initial Thoughts

- Same video quality and music from the previous promo-video
- Photographer's backdrop and indoor location that you would approve
- A more streamlined production and editing process where new info can be swapped in from previous info in terms of verbiage/script and lower thirds/graphics
- Remote location shoots would have to pre-planned months in advance with additional costs involved.
- Once a template for the newscast type show is created from opening titles to end titles, it can be repurposed for the next show
- I would get full Producer credit along with other production-related credits in the beginning and end titles

### Development Process

This would require a commitment from both you and I in terms of script writing, editing aspects, and monthly compensation.

## Final Thoughts

Ideally, we would like to make both the *promo-video* and the *newscast series* as professionally well-done and great-looking as possible while retaining high quality accurate information that is both accessible and pleasant to watch.

### How much will this cost?

There are two ways to look at this:

1. A *Video Project Production Agreement* could be made for an estimated flat rate for the **promo-video** based on a number of factors. For a *2-4 minute* promo-video, I usually factor in my hourly rate, time, equipment, editing, administrative costs, etc. Anywhere from *\$3500 to \$4500*. But this is a ballpark figure and the actual cost breakdown comes in a written agreement.
2. For the **monthly newscast series**, this would have to be on an hourly basis because the turnaround time will vary from month-to-month. My hourly rate for professional videographer work is *\$135 per hour*. Upfront, the first newscast would take the longest to produce, anywhere from *20 to 40* hours. However, once the show template is created, then that time estimate drops dramatically to about *10 to 15 hours* for a turnaround. As long as the newscast is no more than 5 minutes in runtime, then a streamlined process can be implemented. So initially, *\$2,700 to \$5,400* for the first broadcast, then probably *\$1,350 to \$2,025* for subsequent programs.

*The above are bare estimates and do not represent any final estimates; they are just for your consideration as to whether or not to move forward with this project.*

The next step in the whole Video Project process would be for you to approve moving forward. Then we should meet in person to throw around more ideas before I go and write up a formal *Video Project Production Agreement* for either the *promo-video*, or that plus the *newscast series* depending on how you would want to proceed. If you agree to the agreement, then a deposit of funds is exchanged (usually half, with the other half upon delivery of the final product—except in the case of the newscast series, that would be billed hourly but first we have to work together on the promo-video to make sure we do work well together).

If we indeed do work well together then this process will be exciting and satisfying for both of us!

Please do not hesitate to call or email me any questions you may have.

Best,

**Nick Iandolo**

*Producer*

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